

WORKFORCE INVESTMENT BOARD STRATEGIC PRIORITIES: 2009 – 2010

INDUSTRY SOLUTIONS	YOUTH DEVELOPMENT	ADVOCACY
Priority 1: Ensure WIB's focus meets employers' demands / skill needs	Priority 1: Expand Hire-A-Youth employer strategies	Priority 1: Mobilize our champions and political advocates
<ul style="list-style-type: none"> ➤ Populate Industry Resource Committee ➤ Re-focus toward small LMI studies of opportunity ➤ Implement a Work Readiness Credential in partnership with business 	<ul style="list-style-type: none"> ➤ Improve strategic partnerships with Chambers and cities to promote Hire-A-Youth to business ➤ Increase internship / externship / and entrepreneur opportunities by engaging Youth Council Members to identify 2 contacts each ➤ Create new "for-credit" opportunities 	<ul style="list-style-type: none"> ➤ Define our "message" on the current & future workforce system ➤ Identify and brief WIB members and select others on the message ➤ Conduct in-person briefings to convey messages with each congressional representative with attachment to the PGWIN area
Priority 2: Identify "Pockets" of employment opportunities given current economy	Priority 2: Enhance Career Pathways focus of YOC and Youth Academies	Priority 2: Establish "speakers' bureau" of WIB members / staff
<ul style="list-style-type: none"> ➤ Increase employment opportunities for job seekers ➤ Leverage new training resources to support employer needs (e.g., ETP and customized training) ➤ Expand partnerships with business-serving entities 	<ul style="list-style-type: none"> ➤ Engage "guest" Career Tech Ed. Teachers to present and share ➤ Create "Youth Workforce Development" magazine Vol. 2 ➤ Broker opportunities with Unified School Districts, Smaller Learning Communities, and Academies 	<ul style="list-style-type: none"> ➤ Identify and create clearly defined Speakers' Tool Kit around WIB, Hire-a-Youth, and Business Services ➤ Identify 40 opportunities to present appropriate message ➤ Conduct a minimum of 12 presentations
Priority 3: Expand sector-based initiatives	Priority 3: Increase Academic and Technical Skills of Youth	Priority 3: Enhance use of Legislative Affairs Committee
<ul style="list-style-type: none"> ➤ Create strategies and infrastructure to sustain existing and emerging sector initiatives ➤ Increase roles for initiatives <ol style="list-style-type: none"> 1. Green 2. Healthcare 3. Manufacturing 4. Law Enforcement ➤ Increase inclusion of Workforce role in Project Development Agreements, other opportunities 	<ul style="list-style-type: none"> ➤ Continue investment in WIA Youth Academies with focus on demand pathways ➤ Utilize Work Readiness Credential program as skills development / readiness tool for youth ➤ Conduct youth roundtables 	<ul style="list-style-type: none"> ➤ Conduct review of current statement of Legislative Priorities ➤ Track CWA, local cities' and others' legislative agenda around workforce and economic development ➤ Establish mechanism for 'legislative alert' process and opportunities to provide input